Subhayan Mukerjee

CONTACT

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College of Humanities & Sciences
Faculty of Arts and Social Sciences
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ACADEMIC
EMPLOYMENT

National University of Singapore, Singapore   Oct 2020 − present
    Assistant Professor, Computational Communication
       Department of Communications and New Media
    Principal Investigator
       Centre for Trusted Internet & Community

University of Pennsylvania, Philadelphia, PA, USA   Aug 2015 − Aug 2020
    Research Fellow
       Annenberg School for Communication

University of Oxford, Oxford, UK   May 2019 − Jun 2019
    Research Assistant
       Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA   Jun 2016 − Aug 2016
    Research Assistant
       Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA   Aug 2015 − May 2020
    Ph.D. Communication
    M.A. Communication

BITS-Pilani, Pilani, Rajasthan, India   Aug 2009 − May 2014
    M.Sc. Mathematics
    B.E. Computer Science

REFEREED
JOURNAL
PUBLICATIONS

8. Zhang, W., **Mukerjee, S.**, Qin, H. (2022) Topics and sentiments influence likes: A study of Facebook public pages' posts about COVID-19 vaccination. *Cyberpsychology, Behavior, and Social Networking.* Advance online publication.

7. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. (2022) The Political Landscape of the U.S. Twitterverse. *Political Communication.* 1-31.

6. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. (2022) What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News. *Social Networks*, 68, 386–393

5. **Mukerjee, S.** (2021) Rethinking Audience Fragmentation Using a Theory of News Reading Publics: Online India as a Case Study. *The International Journal of Press/Politics*, 19401612211072700

4. **Mukerjee, S.** (2021) A Systematic Comparison of Community Detection Algorithms for Measuring Selective Exposure in Co-exposure Networks. *Nature Scientific Reports*, 11, 15218

3. **Mukerjee, S.**, & Yang, T. (2021). Choosing to Avoid? A conjoint experimental study to understand selective exposure and avoidance on social media. *Political Communication*, 38(3), 222–240

2. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26–50.

1. **Mukerjee, S.** (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356–361.

BOOK
CHAPTER

1. **Mukerjee. S.** & González-Bailón, S., (2020) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

POPULAR
PRESS

4. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (2021, April 28) In West Bengal, why Covid is likely to turn the poll turf in favour of Mamata *The Print*

3. **Mukerjee, S.**, Jaidka K. & Lelkes, Y. (2020, July 9) Our study found little evidence that Twitter is biased against conservative opinion leaders. *The Washington Post.*

2. **Mukerjee, S** & Majó-Vázquez, S. (2019, June 28) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Blog.*

1. **Mukerjee, S.** (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

MEDIA
COVERAGE

2. Twitter, Plateforme Politique? (2022, May 10) *La Presse* (in French)

1. Online readers didn't polarise during Lok Sabha polls: Study (2019, June 26) *The Indian Express*

SOFTWARE

1. **Mukerjee, S.** {coexposuRe}: An R package for modeling audience networks. https://www.github.com/wrahool/coexposuRe

OTHER
PUBLICATIONS

2. Majó-Vázquez, S., **Mukerjee, S.**, Neyazi T. A., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet.*

1. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.

WORKING
PAPERS

6. Jaidka, K., **Mukerjee, S.**, & Lelkes, Y. Censorship on social media: Twitter shadow-bans are rare, sometimes political, and unevenly applied. *(revise & resubmit)*

5. **Mukerjee, S.**, Yang, T., & Peng, Y. Metrics in Action: How Social Metrics Determine Media Agenda on Facebook *(revise & resubmit)*

4. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization *(under review)*

3. **Mukerjee, S.** Online News in India: A Quantitative Appraisal of the Digital News Consumption Landscape in the World's Largest Democracy (2014-2018) *(under review)*

2. Vachery, J., Neyazi, T. A., & **Mukerjee, S.** Twitter: Is ideological polarization needed to be prominent? *(in preparation)*

1. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment *(in progress)*

15. **Mukerjee, S.**, Yang, T., Peng, Y. (2022) Metrics at work? How social media metrics shape news production on Facebook *accepted for the 8th International Conference Computational Social Science*, Chicago, IL.

14. Zhang, W., **Mukerjee, S.**, Qin, H. (2022) Topics and sentiments influence likes: A study of Facebook public pages' posts about COVID-19 vaccination textitaccepted for the 8th International Conference Computational Social Science, Chicago, IL.

13. **Mukerjee, S.**, Yang, T., Peng, Y. (2022) Metrics at work? How social media metrics shape news production on Facebook *accepted for the 72nd Annual Conference of the International Conference Association*, Paris, France

12. Jaidka, K., **Mukerjee, S.**, Lelkes, Y. (2022) An audit of Twitter's shadowban sanctions in the United States. *accepted for the 72nd Annual Conference of the International Conference Association*, Paris, France

11. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (2022) (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization *accepted for the 72nd Annual Conference of the International Conference Association*, Paris, France

10. Jaidka, K., **Mukerjee, S.**, Lelkes, (2021) Y. An audit of Twitter's shadowban sanctions in the United States. *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland

9. **Mukerjee, S.** (2021) Measuring Selective Exposure: A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks" . *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland

8. **Mukerjee, S.** (2021) A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks *Networks 2021: A Joint Conference of Sunbelt and Network Science*

7. **Mukerjee, S.**, (2021) Measuring Selective Exposure: A Systematic Comparison of Community Detection Algorithms in Coexposure Networks *The 71st Annual Conference of the International Conference Association*, Denver, CO.

6. **Mukerjee, S.**, (2020) A Network Model of Selective Exposure and Audience Behavior Using Community Detection *The 9th International Conference on Complex Networks and their Applications*, Madrid, Spain.

5. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

4. **Mukerjee, S.** (2020) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

3. **Mukerjee, S.**, & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia

2. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia

1. **Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)

TEACHING EXPERIENCE	**National University of Singapore**	
	Visualising Data (Masters Seminar, 4.6/5)	
(TEACHING SCORES IN PARENTHESIS)	Coding for Communicators (Masters Seminar, 4.9/5)	
	Quantitative Research Methods (Undergraduate Lecture, 4/5 and Tutorial, 4.4/5)	
	Quantitative Research Methods (Ph.D. Seminar, 4.4/5)	
	Theories of Communications and New Media (Undergraduate Tutorial, 4.1/5)	

University of Pennsylvania

Understanding Social Networks (Lab Assistant)

Media Industries and Society (Teaching Fellow)

GRANTS AND FELLOWSHIPS

Digital Political Campaigns in Asia (co-PI) (SGD 180,000)   2021−2023
Ministry of Education of Singapore (MoE), Singapore

Collaborative Data Trust (co-PI) (SGD 111,500)   2021−2023
Centre for Trusted Internet & Community; Faculty of Arts & Social Sciences,
National University of Singapore

AI, Disinformation, and the Public Good (co-PI) (SGD 450,000)   2021−2022
Defence, Science and Technology Agency (DSTA), Singapore.

Start-up Research Grant (PI) (SGD 75,000)   2021−2024
Faculty of Arts & Social Sciences, National University of Singapore

Seed Research Funding (USD 1,300)   2019−2020
Summer Institute of Computational Social Science (SICSS), Chicago

Student Research Grant   2019
Graduate and Professional Student Assembly, University of Pennsylvania

Dissertation Research Fellowship (USD 31,000)   2019−2020
Annenberg School for Communication, University of Pennsylvania

Dissertation Grant (USD 1,700)   2019−2020
Annenberg School for Communication, University of Pennsylvania

Dean's Summer Fellowship (4× USD 4,000)   2015−2019
Annenberg School for Communication, University of Pennsylvania

Travel Scholarship   2018−2019
National Science Foundation

Travel Scholarship   2018
Northwestern University

Doctoral Fellowship   2015−2020
University of Pennsylvania

INVITED LECTURES

(LAST 3 YEARS)

12. **Advanced Theories in Communication Guest Lecture**   September 2022
National University of Singapore

11. **NUS Lifelong Learning Festival**   July 2022
National University of Singapore

10. **Communications, New Media & Society Guest Lecture**   Feb 2022
National University of Singapore

9. **CNM Seminar Series**   Aug 2021
National University of Singapore

8. **SICSS Invited Lecture**   Jun 2021
Summer Institute in Computational Social Science, Beijing

7. **Theories of Communication and New Media Guest Lecture**   Mar 2021
National University of Singapore

6. **Digital Media, Networks, & Political Communication Lab**   Feb 2021
University of Pennsylvania, Philadelphia PA

5. **Human Cooperation Lab**   Apr 2020
Massachusetts Institute of Technology, Cambridge MA

4. **Computational Communication Research Seminar**   Mar 2020
University of Wisconsin-Madison, Madison WI

3. **Digital Propaganda and Public Opinion Lecture**   Mar 2020
National University of Singapore, Singapore

2. **Microsoft Research Seminar**   Jan 2020
Microsoft Research, New York City NY

1. **The Center for Social Media and Politics**   Jan 2020
New York University, New York City NY

SERVICE TO DISCIPLINE

Organizer

Summer Institute in Computational Social Science (SICSS) - Singapore   2022

Senior Committee Member

The Intl AAAI Conference on Web and Social Media (ICWSM)   2021-22

Program Committee Member

The IEEE Intl Conference on Data Science and Adv Analytics (IEEE DSAA) 2022-23

Ad-hoc Journal Reviewer

Journal of Communication; *Digital Journalism*; *EPJ Data Science*; *International Journal of Press/Politics*; *PLOS One*; *Public Opinion Quarterly*; *Journalism Studies*; *International Journal of Communication*; *Cyberpsychology, Behavior and Social Networking*

Ad-hoc Conference Reviewer

The Annual International Communication Association (ICA) Conference; *The International AAAI Conference on Web and Social Media (ICWSM)*

SERVICE TO DEPARTMEMT

Committee Member, *CNM Seminar Committee, NUS*   2021-23

Committee Member, *Research Committee, NUS*   2020-23

Committee Member, *Graduate Admissions Committee, NUS*   2021-22

Coordinator, *DiMeNet research group, Penn*   2016-18

Committee Member, *Annenberg Graduate Student Symposium Committee, Penn* 2017-18

Organizing Member, *Penn-Rutgers-Princeton Social Epistemology Workshop*   2017

INDUSTRY EMPLOYMENT	**Abzooba Inc.** Kolkata, India	Jun 2014 − Jul 2015
	Data Scientist	

Bravo Lucy As. Hyderabad, India — Jun 2013 − Jun 2014
Software Engineering Intern

Ericsson Global Kolkata, India — Jun 2012 − Jul 2012
Software Engineering Intern

SKILLSET

Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, natural language processing, agent-based modeling

Programming/Scripting: R, Python, SQL, Java, C++, C, LaTeX, Markdown, Git, JavaScript (basic).

ADDITIONAL TRAINING

Summer Institute in Computational Social Science (SICSS)-Chicago Jun 2019
Northwestern University

Mediterranean School of Complex Networks — Sep 2017
Universitat Rovira i Virgili, Italy

Annenberg Summer Institute in Methods & Statistics — Jun 2017
University of Southern California

　　Scale Construction
　　Critical Studies of Networked Infrastructure

MEMBERSHIP

International Communication Association

REFERENCES

Available upon request.